

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Conclusion

Based on the result of research analysis and discussion in accordance with the purpose of the research, the conclusion can be drawn as follows:

1. Trust is proven to have positive and significant impact on attitude. The result explained that when trust increase then it also increase attitude to adopt car rental service in Traveloka application. Thus, the first hypothesis that stated trust has an influence on attitude is accepted.
2. Perceived usefulness is proven to have positive and significant impact on attitude. The result explained that when perceived usefulness increase then it also increase attitude to adopt car rental service in Traveloka application. Thus, the second hypothesis that stated perceived usefulness has an influence on attitude is accepted.
3. Perceived ease of use is proven to have positive and significant impact on attitude. The result explained that when perceived ease of use increase then it also increase attitude to adopt car rental service in Traveloka application. Thus, the third hypothesis that stated perceived ease of use has an influence on attitude is accepted.
4. Personal innovativeness is proven not to have moderate impact on perceived usefulness to attitude. The result explained that when perceived usefulness increase then it is not necessarily increase attitude to adopt car rental service in Traveloka application. Thus, the fourth hypothesis that stated perceived usefulness and attitude will be moderated by personal innovativeness is not accepted.
5. Personal innovativeness is proven not to have moderate impact on perceived ease of use to attitude. The result explained that when perceived ease of use increase then it is not necessarily increase attitude to adopt car rental service in Traveloka application. Thus, the fifth hypothesis that stated perceived ease of use and attitude will be moderated by personal innovativeness is not accepted

6. Personal Innovativeness is proven to have positive and significant impact on attitude. The result explained that when someone's level of innovativeness increase then it also increase attitude to adopt car rental service in Traveloka application. Thus, the sixth hypothesis that stated personal innovativeness has an influence on attitude is accepted.
7. Personal innovativeness is proven to have positive and significant impact on intention to adopt car rental service in Traveloka application. The result explained that when someone's level of innovativeness increase then it also increase on intention to adopt car rental service in Traveloka application. Thus, the seventh hypothesis that stated personal innovativeness has an influence on intention to adopt car rental service in Traveloka application is accepted.
8. Attitude is proven to have positive and significant impact on intention to adopt car rental service in Traveloka application. The result explained that when someone's attitude toward adopt car rental service in Traveloka application increase then it also increase on intention to adopt car rental service in Traveloka application. Thus, the eighth hypothesis that stated attitude has an influence on intention to adopt car rental service in Traveloka application is accepted.

5.2 Suggestion

From the conclusion above, several recommendation can be given in the form of suggestions that can be useful for Traveloka and next researchers:

5.2.1 Suggestion for Academic

1. Further researcher should add more exogenous variable such as word of mouth, perceived risk, promotions which affecting attitude toward use as independent variable. Researcher also can use multi-group analysis by divide personal innovativeness into 5 categories using roger diffusion of innovation.
2. For the further study, researcher should get more diverse respondents because the majority of this research is student from the age 17 – 25 years old. So, having

more diverse and variety data is better and the researcher will have more understanding about the information of response from many people.

3. For the next research, it is better to have a large sample size such as 500 in order for the result analysis have more reliable and accurate data toward the research.

5.2.2 Suggestion for Practical

1. Traveloka should increase people awareness about the new car rental service because based in the research, personal innovativeness has the lowest mean that considered neutral. In order to increase the result, Traveloka need to increase the attitude toward car rental by put an advertisement with promotion in order to attract people attention.
2. Traveloka have to consider use promotion that can save up money such as pop up advertisement and incentive when using a rent car because the competitor are having promotion and cheap price for people to choose when travelling.
3. Traveloka should pay attention to the price of rent a car because it is expensive and there are many competitor such as train, bus, gojek grab and taxi. In order to fix it, Traveoka can give a car rental packet promotion after buy ticket and hotel.

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